

Poison Control Centers Online Database / e-resource Webcast, June 17, 2003

>>EVELYN WARING:

Hello and welcome to the first ever webcast for poison center educators.

We want to express appreciation for financial support to the Health Resource and Services Administration's Maternal and Child Health Bureau.

Many thanks go to Carol Delaney and Maxine Jones, our HRSA liaison.

I'm Evelyn Waring.

I'll act as a moderator for the WebCast.

I'm delighted that 45 poison center educators from all over North America have registered to participate in this event.

We're presenting this event live from Charlottesville, Virginia, in the beautiful blue ridge mountains.

First I would like to take a moment to review basic instructions for our participants.

The interface that you're looking at on your computer screen should show three main elements.

Power Point slides should appear in the central window.

The video of the speaker, that's me, should be in the left side window on your screen, and a message and question box appears in the right side window.

If you should experience technical difficulties during the broadcast, you can send a message or question to the tech support team using the message window on the right side window.

They may be able to help get your interface or connection problem straightened out.

Slides will appear in the central window and they should advance automatically.

The slide changes are synchronized with the speaker's presentation.

You don't have to do anything with the slides.

You can use the slide delay control at the top of the messaging window.

We encourage you to ask the speakers question at any time during the presentation.

You simply type your question in the white message window on the right side of that interface, select question for speaker from the drop down menu and hit send.

Please include your state or poison control centers' name in your message.

The requests will be relayed to the speakers by me throughout the broadcast.

If we don't have the opportunity to respond to your question during the broadcast, we'll email you afterwards with the information you've asked for.

On the left side of the interface is the video window.

You can adjust the volume of the audio using the volume control slider which you can access by clicking on the loudspeaker icon.

Any of you who selected accessibility features when you registered will see you have text captioning underneath the video image.

At the end of the broadcast the interface will close automatically and you'll have the opportunity to fill out an online evaluation which we strongly encourage you to do.

It will help us plan future broadcasts and improve the technical support.

The format is intended to be informal and interactive.

Ronica, Sue and I will take care of the informal part.

Your task is to ensure the experience is interactive.

Please send questions to me either during the lectures or at the conclusion of the lecture and I will give them to the speaker.

Remember to tell me your poison center's name or state with your question.

If several people ask the same or similar questions, I'll summarize it for the speaker so we don't have duplication.

Now, I'll introduce the program's agenda and the first speaker.

Our agenda today covers two main topics.

The first is online research.

We'll look at search engines that are available for use and then selection of online databases that might be helpful in your role as poison center educator.

The second topic is a discussion about the public education committee's online archive that is currently in production as part of one of our subcommittees.

Our first speaker for our first topic is Sue Kell, the education coordinator of the Blue Ridge Poison Center.

She graduated with a degree in education and began a career at the Blue Ridge Poison Center.

She's served the poison center as a research specialist, certified specialist in poison information, editor, assistant manager and education coordinator for the last 24 years. She's conducted and presented research projects and spoken at the North American Congress of clinical toxicology.

Taking a leadership role with the American Association of Poison Control Centers Public Education Committee, she has been on many committees and subcommittees.

Last semester Sue completed her masters of education in instructional technology in the University of Virginia's Curry School of Education.

Thank you, Sue.

>>SUE KELL:

Thank you so much for that introduction, Evelyn.

That was great.

Good afternoon, educators.

I'm happy to be here with you.

I hope that this is the first of many live interactive WebCasts for the educators of the American Association of Poison Control Centers.

As you know, I love technology and this is a special day because we're using technology to broadcast this WebCast and we're also going to talk about gaining information over the Internet.

So let's get started.

With some realizations.

In doing the research for this project, I used a couple of sources.

One was a book called "Researching Online for Dummies."

And even though it was published in the year 2000, it still has a tremendous amount of information that is very valuable to us.

One sentence that stood out to me was the net has given you instant research gratification, assuming that you can actually find what you're looking for online.

And I think we've all had this.

We type in a key word or two into a search box and we get 1,000 responses.
And wow, what success but did we really find what we were looking for?
Sometimes it's difficult to tell.
The second statement that really stood out to me in this book was surfing merely skims the surface.
Searching is a lot like scuba diving, it goes deep.
That's what I hope we can learn today is gaining some skills in how to go deep.
I would like to thank the 27 folks that participated in our needs assessment.

We gained some knowledge from this.
We found out that the tech educators are wired and knowledgeable and we're not talking about Paige in Atlanta now.
These folks have access to the Internet and they're knowledgeable.
And they do use search engines.
And are able to download files.
What we did find in the needs assessment is that people do need some help in advance search options and online databases so we'll talk about those things today.
In my presentation, I hope to cover these objectives.
I want to sell you guys online research.
We have the world's largest library at our fingertips with our computer screens right there at hand.

I would like to go over some definitions.
I think we loosely use a lot of words related to the Internet that we may not completely understand.
I'm going to touch on how to really use a research plan to do research online because we need to be organized about it.
We're going to learn to navigate the database highway.
I would really like for everybody to find technology friendly.
I hope by the end of this it will be a little friendlier to you.
Now for the sell.
I just found some astounding facts.
Every day in the United States there are 245 million searches performed and about twice that many worldwide.
And what do people search on?
Well, 65% are searching for information.
And I find that very comforting because people want to be educated.
They want to be knowledgeable.
That's great.
15% of all the searches are commerce related and 20% involve entertainment.
And people use four top search engines for their searching.
The first is Google, Yahoo, MSN and AOL.
Those are the four top search engines and 80% of all the searches are down using those search engines.
Some more facts.
Revenues online in 2002 were 2.4 billion.

And they're expected to grow to \$7 billion by 2007.

So, folks, this information business is really growing and that's where the money is. As you can tell here.

We have a very bright -- It will really become more customized.

They call it intelligent search skins.

Because of registration and the searches that you've done in the past, search engines will become -- they'll have artificial intelligence so that your searches will be more relevant and customized to you.

Now, 74% of all searchers use one to two key words.

And that's great as a beginning when you're doing a search for information.

You can sort of get an idea of what's out there online and then use more advanced skills for your searching later.

One thing that I thought was very interesting is that advertising online is the cheapest way to go.

When you think of developing TV spots, commercials or radio spots or, you know, something like that, direct mail, printing, these ways to advertise are much more expensive than online advertising.

In fact, the cost per online search lead is only 29 cents versus \$9.94 for direct mail.

So there is a big difference here.

I think it's really the way to go.

All right.

Let's talk about some of the terms that we want to make sure that we understand.

And I'm sure hopefully I'm not talking about terms that you already know, but I'm sure you have some idea of what these things mean.

Let's make absolutely sure we're clear.

The Internet is a series of computers that are connected from 65 countries worldwide through Internet service providers.

And Internet service provider is a company that usually supplies email and a browser capability to the user.

And popular Internet service providers are AOL, MSN, Earthlink, PRODIGY.

The Worldwide Web is the accessible information from the Internet, all right?

Online database is sort of like a library.

It's a collection of electronic information files.

A search engine is software that locates sites related to key words.

A gated site is a website that requires either registration or a fee in order to use it.

But even though there is sort of a wall there, it's important to use these sites as well because they do have excellent information in them.

And uploading and downloading files is just simply moving a file from your computer to a host computer or vice versa.

The files can be in many different formats.

HTML, whatever.

So in our needs assessment we found that educators were able to download files just fine.

But I wanted to review downloading pictures.

I use a lot of pictures and images from the Internet.

Just wanted to make sure that you guys knew how to do that.

It's very simple.

If you have permission.

That's very important to ask permission from the webmaster or sometimes the image will actually say it's okay for you to use this for non-profit use.

You can right click with your mouse on top of the image and then you can -- you see a little screen that says save picture as and you can save it as a JPIG and put it on the desktop or wherever on your computer for later use.

To copy the whole screen press the alt key and move to the file you want to place that screen save in and do control V to paste it there and you have your screen shot.

And usually you do have to resize that image because it's very large.

So you just take the handle and reduce the size of the image.

Okay.

Let's start on our research plan.

I have an example here.

First you really want to define your topic.

The sample that I used was methods to evaluate injury prevention education programs.

And instead of placing this whole phrase in my search box, I wanted to look and see what key words I could use and things like injury, evaluation, injury prevention.

Sometimes online database will actually prompt you to use other words.

They have their own set of words for that.

It could be safety or accident prevention.

That's what I found when I was doing a search on this particular example.

You need to think about what search tool you want to use.

Do you want to use Google to find your information or another database like AskEric?

You put your key words into the search box, press enter and you get hits and a search list.

You evaluate whether the hits you got are relevant or not and repeat as needed.

In the sample here, and I have a picture of the screen shot for AskEric.

This is a database that has education journals.

It's very valuable, I believe, in our business.

And you can see the words.

Maybe not.

The screen shot is a little small in -- that you'll see on your screen here, but the words are injury prevention, education, prevention -- no, evaluation and poison.

And they're connected by the word and.

When you place those words into AskEric you actually get two hits and you may say it's not very many hits but actually two relevant hints is worth a lot more than 2000 hits that really don't serve you well.

So that's great.

And then I have another screen that shows just a more expanded view of one of those hits.

There is a short little abstract.

Sometimes all you need is just to look at the abstract and the information that you want, maybe just in that.

You can also ask for a full text copy, in many cases, and get the whole article or chapter, whatever it is.

Those of you who know me know I'm very food oriented.

The way to search is not by using one source.

It's to use the combo plate.

And the combo plate might involve a search engine, a subject catalog, guru pages and mega sites which are sites by an expert in the field.

Sometimes those sites have lots of really great information.

You can use databases that have library catalogs.

These are also very valuable.

Sometimes all you want is just a simple fact and they're a ready reference sites like the American fact finder that can give you information.

We spoke earlier about gated websites and they're also very precise and powerful, even though you have to register and maybe even pay a fee, those are great sources for information.

And then sometimes we actually can ask a human.

You have a chatroom or you have a webmaster or you have someone at a gated site that may have an email address and you can actually contact that person.

And actually, about three weeks ago I was in AskEric.

I did a search.

I didn't quite find the information I wanted.

And they have their own experts there and I got a response from one of their experts on my query and it was great because they gave me like four different journal articles to look at.

So it's free and it's a wonderful source of information.

Okay.

As far as ways to avoid thousands of hits, you need to be careful with your key word searching.

Think of words you might use.

Put the phrase in a quote and it searches for those exact words in that exact order.

It has to appear in the hit that way.

It can be very valuable to you.

Sometimes you can just search with a subject.

I'm sure you've seen in AOL to the side they have options like personal finance, entertainment, health, this, that and the other.

It branches off into different topics.

And many of the search engines work that way and it's like an encyclopedia.

Use their subject searching to find the information you want.

You can search by operator or use BOOLEAN.

It is very powerful.

A way to connect your key words together.

In this sample with the figures you see and, or not.

These words can connect key words.

So if you use and, you get fewer hits because that means you want both search terms to appear in your hit.

I use the example of injury prevention and education.

So those two terms would have to appear in my search.

For or, you get more hits because you're saying, you want this term or that term.

So you would get more hits that way.

If you use the word not, you would get the one key word but not the other.

So these are very powerful and they really do help to refine your search.

You do need in a loss of cases to put those words in capital letters, though, so do remember that.

Okay.

We do have a question.

I have a little signal from my assistant here.

So let's have it.

>>EVELYN WARING:

There is a question coming in from Tampa, Florida.

And they're wondering if you'll be providing more details on how to find the guru or mega sites that you made reference to in the previous slide.

>>SUE KELL:

Yes, that's a great question, thank you, Joann.

Maybe it was you, maybe not.

Anyway, the mega sites or the guru sites can often be found through your search engine.

And when you put in the Boolean language.

When you use phrases or parentheses, you'll find these sites and as you keep going on with your searching and redoing your search, you'll find these sites.

Hang in there with me and we'll definitely cover more of that, okay?

Under more search techniques, I talked about parentheses.

And I guess you just have to remember geometry class back in high school.

These logic operators are the same things we used in geometry.

When you use the parenthesis you do the operation within the parentheses first.

It says that's the same in my first example here.

I have the phrase, injury prevention and education.

That's within a parenthesis, or, parenthesis, evaluation and injury prevention.

So that would be a very refined search.

I mean, you would probably not find many hits for that.

There are Boolean operators and many different ways to search, but search engines use algorithms.

They have a mathematical formula for ranking hits one, two, three, four, five.

The search engine may use relevance as an option, links to other websites as an option, popularity as an option.

Many different things.

Or even paid advertisers.

So think about which terms you put in first because order does matter.
Think about the spellings and the time period, the geographical area that may be involved.
Maybe you just want to limit it to the United States.
And then the time limit on your periodical or your magazine.
Do you want it a year old, five years old, so you can usually choose those options.
And sometimes you can even TRUNCATE words.
If you wanted to look at child, put child and a star and that would look up children or child or child's.
So that can be helpful to you, too.

So bottom line, keep it simple, use your one or two key words right off the bat.
Enter the rarest term first.
Use phrases or proper names even whenever possible.
And you can also use a plus sign just after the word, if that word must appear in your search, you can use a minus just after with no spaces, just after your word and that word will not appear in your search.
And also remember that the help option, the search tips, advanced search, all when you click the research engines will give you loads of information.
So think about using the help options.
I think we talked about search engines so we can skip that slide.

Let's go to Google because everybody seems to use Google.
It is the largest search destination and there is even a Googlism term now.
Because Googlism means that searches are done by relevance and popularity.
It's what makes Google so great.
We get the sites that, you know, are the most popular that people go to.
Google was created in 1998.
In the book I told you about, the research for dummies, it's not even mentioned in that book.
It was done in 2000 and it just wasn't even in the book.
But Google is projected to grow this year alone 30% to 40%.
There are 150 million searches done a day on Google and they have 100,000 active advertisers.
You can find all kinds of things on Google.
PDF files, word files, Power Point presentations, and it's -- my favorite search engine.
One thing that I found with Google, even on the home page of Google, it's very simple.
There is a search box.
But if you look at the tabs above it always defaults to web.
There is also a wonderful image library and they have groups there, they have a directory which has a branching tree like an encyclopedia would and they have news.
Don't forget those things about Google as well.
When you look at Google preferences, very powerful.
You can, for instance, have Google as your home page if you want.

A couple things about the preferences.

Instead of having ten hits at a time every time that you search on a key word, you can set that to 100 if you want or 50, even, so that you don't have to keep wasting time reloading 10 and 10 and 10.

And another thing is that you can open your results list in a different window.

So you can have your -- the search box in one window and your search list in another window.

That is very helpful.

You can save those preferences and it will come up that way every time.

You also can download the tool bar for Google, which is at toolbar.Google.com.

That's really great because you can use the tool bar to search one set for a key word.

So I could have the Google tool bar on my computer.

Go to my own website for the Blue Ridge Poison Center and I could search for something right in my own website using the tool bar.

You can also search for similar pages or similar sites to mine.

You can use it for highlighting search terms or a word find.

So the tool bar is really nice.

Yahoo is right behind Google and they're ready to take over.

So watch out.

Yahoo is just getting better and better and in 2002 they generated 953 million in revenues and it is an editorial-based directly.

They have affiliations with Google and OVERTURE and would like to take the number one spot.

MSN is also popular just because it has such a wide range of services.

You can do email.

You can get information on entertainment, travel arrangements, one-stop service.

AOL is also very popular.

It's not really all that great for searches.

At least not right now.

But it's very good for email and getting news and all the things that we've always used AOL for.

All right.

So here we go.

We'll talk about databases and I'll go through the ones that I find the most helpful and the first one is AskEric.

As we said before, this database is used to find education-related journals, magazine articles and unpublished materials.

It's really a great site.

I have the URL here on the Power Point slides.

I know that the screen shot here is a little small and you may not be able to really see it, but I think that there is going to be a possibility for you to get a printout of these slides.

In AskEric there are pull down menus, and you can search by key word, title, Boolean and title as well.

The next is OVID.

This is usually available wherever there is a university or a college.

You can also get it for free online.

But it's a wonderful database and it provides citations and abstracts for education-related journals and education articles a lot like AskEric.

It can give you access to full text of unpublished items such as conference papers and technical reports.

Dissertations, government reports, and all kinds of things.

The thing that I like about it is that it saves your searches and you can see them right up front.

I placed in the words safety, education and I got more than 1,000 hits on that.

Then I put in accident prevention and I got more than 1,000 hits on that.

I put in injuries and also poison and I got many hits but when I combined them all with ands, then I got two hits.

So I searched by -- if you look at the list here there are seven searches.

I searched by search 1, 4 and 6 and I got my two hits.

In the next slide you can see those two hits and then we go to books.

And probably the best source for books is a database called world cat, which is located on the online computer library center.

And believe it or not, this site is linked to more than 40,000 libraries in 86 countries and territories around the world.

I mean, unbelievable.

So you have all of this at your fingertips.

Also it does discount Barnes & Noble and Amazon.com.

They're very good at finding the books you may need for information.

For papers go to Lexis Nexis.

If you don't have a service that tracks your media hits you may use this to find out what has happened with your public service announcements and media advisories.

You can look up your state, maybe the topic, if it was lead, and find out which newspapers carried your story.

And if you have done the recertification process for your poison center, you know that you have to keep track of that.

And put that in a database and submit that.

And this might help you to gain some more media hits.

The next database is the National Library of Medicine.

And we were very lucky here in Charlottesville to have two representatives come and to a Pub Med.

It includes all the citation in med line and articles yet to be indexed and some full text articles in related resources.

And if you've not been to this site you really are missing something because pub med is just full of information.

If you go to the -- really the home page for Pub Med you find nine databases.
One for human and animal toxicity.
There is tox line which references poisons.
A database for -- this one is great.
You can go to your own state, you can find out which industries release which chemicals in this database.
You also -- there is another one which is also a favorite, where you can look up a chemical and you can see the molecular structure in 3-D and rotate it and put something like that in a Power Point presentation and it would be beautiful.
Pub med has a ton of stuff and the national library of medicine itself has nine different databases.
Within this one site, it's huge, gigantic.
Definitely go there and check it out.

And remember that in Chicago we're going to get some training on how to use this site. It is not particularly user friendly and so we're going to get some help with using that site.

It will be great.

The next database is the Library of Congress and they claim to be the largest library in the world.

They have 120 million items.

There are about 18 million books, 2.5 million recordings, 12 million photographs, 4.5 million maps and 54 million manuscripts.

I have to say in doing this presentation I did learn a tremendous amount.

And one of the databases that I found that I hadn't used before that seemed to have a lot of information was the EMSC website database.

And this is -- this stands for emergency medical services for children and they have a variety of topics.

They operate a clearinghouse, they provide information to professionals and to the public.

The next database is American Fact Finder.

This is one of my favorites and you can get a lot of information about your service area from this site.

When I clicked on Virginia, I found tables and maps for all the cities and towns and counties.

You can get graphs and charts on age, race, socioeconomic status, all kinds of things.

When I do things for our poison center by county, I can look up in quick facts the information on how many folks are in which county.

And what you do is I'm flipping through a few of these slides now.

When you look at the whole United States you can click on the state.

I clicked on Virginia.

And then you can check out -- there is an option, browse for more datasets.

And that takes you to Virginia county population.

And I get a chart which has each of the counties in Virginia and what their population was in the census 2000.

That's what I use to calculate the penetrants which is the number of calls per thousand for population.

The next database that was very helpful when I was at the Curry School is called INGENIA.

It is available online.

When I went to look at it again I remembered my password, thanks goodness.

I got into it and the neat thing about it is that you can pick the magazines that you're interested in and say okay, every time this magazine is published monthly or biweekly or whatever.

You can get information on journals within the last six months.

A lot of these databases don't have up to date information so this is a great database.

Another one I like a lot is Microsoft clip art live.

Most of the clips I use in my Power Point presentations I get from Microsoft clip art live.

For non-profits you can use whatever you want there.

So very valuable.

They have 100,000 clips, art, photos and many other things.

Okay.

That's the end of my presentation and I do want to thank everyone so much.

The Blue Ridge Poison Center, they've been supportive of this presentation and I want to thank them very much.

The folks at HRSA, Maxine Jones and Carol Delaney.

Thank you so much, too.

Here at UVA the Office of Telemedicine and my dear professors at the Curry School of Education.

Thank you so much.

>> EVELYN WARING:

Thank you, Sue.

That was a very informative presentation.

I'm sure that our participants have all enjoyed that.

We'll wait a minute or two in case anyone has any questions they wanted to send us for Sue on the topic that she's just talked to us about.

While we're waiting I'll tell you something I should have mentioned at the beginning, which is that this entire presentation will be archived and will be available for you to look at, as well as download, from the Maternal and Child Health Bureau website.

We'll be sending out information on how to do that via the public education committee's list serve sometime in the next week.

If we move a little too fast for you or one of the few people I saw that did have technical difficulties, hopefully you'll be able to review the content we went over and download the Power Point slides if you'd like from that website.

It will take between four and five business days to get that archived.

But we'll get it up.

When it is up we'll send a message out on the list serve letting you know where to go to find that information.

I did see a few people with technical difficulties and I want to thank the support staff for trying to help them stay connected.

Let's see if we have any questions here.

Before we let Sue off the hot seat.

Another question from Tampa, Florida.

From Tampa, Florida, the question is, again asking for details about how to access the websites that Sue made reference to in the slide that was entitled combo sites.

I'll turn that over to Sue.

>>SUE KELL:

Well, my email address -- you're welcome to email me with any questions.

I can send you a copy of these slides.

All the URL's are on these slides and that would be fine, too.

I think that the Chicago folks are able to send out a copy of the Power Point slides so -- if we can get those to you.

Anybody else?

>> EVELYN WARING:

Any other questions for Sue before we move on to the next topic on our agenda, which is a discussion of the online archives that are being created for the public education committee.

Our next topic.

No other questions?

Hang on.

I have a question.

Sue, come on back.

This question is from Arkansas.

The question is, did you mention the U.S. census bureau?

This is an additional piece of information for our participants.

Did you mention the U.S. census bureau which is an excellent resource for tracking penetrants.

>>SUE KELL:

Yes.

I didn't mention it as a website but actually you can access it through a link with the American Fact Finder and that's what I was talking about.

You're right, it is excellent.

There are many excellent ones so let's share in Chicago.

>> EVELYN WARING:

Thank you from the poison center educator in Arkansas.

You should all be receiving a broadcast message which is giving you the URL to download the slides that Sue has just used.

We'll also make it available when we send out the list serve in a couple of days.

Thank you, Sue.

It was an excellent presentation.

We'll move on to the next topic on our agenda, the e-resources electronic archive which is being created for public education committee members and our speaker for this part of our presentation is Ronica Farrar.

She's a public education coordinator at the Texas panhandle poison center and been in that role since October of 2000 so she's one of our relatively new members but a very valuable member.

Prior to coming to the Poison Control Center and taking that role, she worked as a paramedic and flight medic for about a decade before coming to the poison center and entering the world of toxicology.

She has been active with the public education committee.

She's worked with the historical subcommittee and she's a member of the steering committee currently and she is now the co-chair for the e-resources subcommittee with Sue Kell.

Let's welcome Ronica Farrar.

>>RONICA FARRAR:

All right.

Thank you guys so much for being here and please ask questions any time.

Break in any time.

This is very informal and if I lose my place, then we'll quit so -- all right.

I'm going to talk a little bit about the e-resource.

From the needs assessment there were several of you guys that have never heard of the e-resource.

There is a lot of people that haven't heard of it yet.

We want to make sure and get the word out.

This is going to be one of the best tools that we have ever had in the history of poison center education, if we make it that and it is up to us to make it that so -- in -- at NACCT in Montreal in 2001 there were several new educators sitting around talking about the horrors of being a new educator and all the awful things we were going through and how were we going to make it work?

I was telling them when I started the education job, I had my first presentation and remember I came from EMS and was completely new to toxicology and I had my first presentation three days after I started the job, on my third day by myself so -- and then within the same week I got a request for an article written for the newspaper for carbon monoxide and lead poisoning article and I didn't even know you could be poisoned by lead at that point so I was in big trouble fast.

I started doing research online.

Like Sue said, you can get 65,000 hits and have to read all those different things and crunch all the data and crunch all the information and try to make an article that is presentable and sounds like you know what you're talking about.

The e-resource can help with that and that's what we're talking about.

We're talking about going to our database that we've created for us and typing in carbon monoxide and getting an article that is ready to go in about five minutes.

No week worth of research.

You have what you need in five minutes.

So we started talking about how great this would be and the different things that could go on to it.

We had all these great ideas but didn't really know how to make it happen.

I had grand ideas as a new educator and thought the whole world could be conquered. I came back from NACCT and wrote an article for the educator's antidote and it got in there and lots of positive response from that.

People calling me saying this is a great idea, let's do it, what do we know?

And none of us knew what to do.

Luckily Sue knew what to do and had the knowledge to make it happen.

She became very interested in the project and took the bull by the horns and made it happen.

So it is actually in existence right now.

It is going to grow and be great in the next few months.

So we worked together to kind of make that happen.

She did all the programming and I did all the cheering and got it into existence.

In palm springs we did a discussion for the -- where was that at, the new educators orientation meeting, presented it there and discussion was very lively about whether to -- when an article or image or something is submitted to the e-resource, do we credit the individual, do we not credit the individual?

How is it submitted?

What program is it submitted in?

On and on and on.

There are lots of different points of contention.

We were able to work through all those, really, by talking to different people and getting different opinions on it and we've come up with something that is going to work for us all.

So the steering committee made this archive for the educators priority for the public education committee and for our strategic planning to make it happen, make it a workable, useable tool.

So we created a subcommittee and since we had a subcommittee, we needed to have a name for the thing instead of online archive so we came up with e-resource and it's the logo you see and what we'll be using from now on.

E-resource is created by the work of the educators by the public education committee.

Maintained by the educators and used by the educators.

It will eventually expand but right now that's what it is.

So the original subcommittee that was formed in Palm Springs had seven educators from all across the United States in all different time zones which made conference calls really difficult.

All the way from Alaska to Virginia so coast to coast.

Alaska, Oregon, Minnesota, Arizona, New Mexico, Texas, strong southern presence and Virginia, of course.

So everybody contributed and we've done a lot in the past few months.

We've gotten a submission agreement ready.

Guidelines for submissions, marketing plan and formulated a firm plan of action to get this thing working for the educators.

It's just going to be fabulous.

I can't wait for you guys to see it.

So what is it?

The e-resource is an online database for poison center educators.

That's the short answer.

It will include -- eventually it could include all kinds of things and it will be up to you guys and up to us to decide -- up to the public education committee to decide what is going to be on there.

Articles, images, presentations, public service announcements, wouldn't it be great to go on there and have a PSA to ship off to a radio station?

Historical information.

You can find out where we come from and where we're going.

There are lots of ideas for expansion.

It can eventually be an online resource that is specifically for the managers and the medical directors as well.

They can share their power points, share ideas for grant writing and how to do it successfully.

All kinds of different things can be included on that.

As I listened to Sue's presentations and the questions that came in, one thing we ought to think about including is a list of links.

Links for databases that are helpful for educators.

Another thing we could do is, we were talking about this earlier, maybe do some type of a newsletter for parents that we have a committee that puts together and all of us are welcome to use it and publish it and use it in our areas, make adjustments on it as needed but you don't have to do the work of putting together a newsletter for your area.

You can just go online, download it and have it ready to go.

The subcommittee part of the plan of action includes a medical person, physician, nurse that -- or certified spy that looks over all of the articles that are sent in, all of the Power Point presentations that are sent in and checks them for medical accuracy.

One of the problems that we kind of thought about when we were putting that together is everybody has different protocols.

Some local protocols are different than -- some areas use charcoal, some areas don't.

We'll have to have articles that sort of span those differences and are fairly generic and would work for anywhere in the nation.

And those folks that have that medical expertise will be looking over the things that are submitted and making that happen.

How does it work?

The really big question, how is this all going to happen?

It is going to happen with us submitting and sharing our work and utilizing it.

The main point is submissions.

You've got to figure out what you're willing to share and what you're willing to share without credit and, you know, pick some articles, pick some power points, pick some presentations or some images.

A lot of us have digital cameras and have great images we're collecting.

Pick some you're willing to share.

I know Virginia from San Antonio, I know you're on here, hello, just sent out some pictures of some snakes that were taller than me because they were standing on their tail because these guys were holding them.

They're six foot long and excellent pictures and would be great for the e-resource.

Think about submitting that, Virginia.

So an example is, I'm in educator X goes to a rattle snake round up and takes a great snake pictures.

Educator X submits the photo to be used by fellow educators as they see fit.

If they want to put it in their Power Point or their newsletter.

If they want to put it on their disk play board because they like snakes, they can use it without cost or permission.

They don't have to call Virginia and say can I use your snake picture because Virginia submitted it.

By submitting it she's saying yes, you can use my snake picture.

Without cost, without permission and without credit.

The submissions are the building blocks of the thing and that's what it is going to take to make it usable and make it useful.

That's what we need now are submissions.

Start thinking about programs, articles, images, things you want to share.

On the e-resource, the contact information for each item will be listed.

So if you need more information about where they got that, you're using that as part of your research and you need more information about where they got their information, you can call them up because the contact information will be listed.

We also eventually will have a hard copycat log or table of contents that you can thumb through at your desk and say there are three lead articles on the e-resource.

I'll pull some of them down.

It differs -- I know a lot of us use the resource guide faithfully.

It differs from the resource guide in that the resource guide lists mostly -- it has some other stuff in it as well.

Because it's what we've had and used for so many years.

It lists mostly commercial items and things for sale.

The e-resource will be all things that are free and nothing that is for sale.

It's easy to download and customizable.

If there is an article that Ann Marie in Arizona has written on scorpions and you want to use it in Oklahoma and write it up, you can change it to say Oklahoma.

The Oklahoma poison center.

Wherever you want to change the wording, you can change it.

You're free to do that.

If they submit it they're saying you can do that.

So say Ann Marie in Arizona is calling requesting a presentation tomorrow about pro fab and she hadn't worked up anything on that.

Never had a request for it until now and now they want it tomorrow.

She needs some pictures fast.

No hassles, needs some stuff, has to do it tomorrow.

E-resource to the rescue.

If you go to the next slide there's some pictures of pro fab, a picture of a snake I took at the rattle snake round up.

A couple with the fangs hanging over there and a picture of a nasty rattle snake bite on the legs and the markings to show the process.

All of those would be available to use, free for you to download and use any way that you wanted.

So who is going to maintain all this stuff?

The subcommittee of the PEC right now.

The e-resource is responsible for maintaining that.

If this is something you're interested in, we could certainly use some help.

If you have some expertise or interest, give us a buzz and we'll get you on the subcommittee and make that happen.

Current members are Sue, Virginia, myself, Steve in Minnesota, Loretta in New Mexico and Ann Marie Krueger.

You should know that grant funding has been requested to cover a paid programmer to expedite the development and with dedicated personnel we should be able to make it happen a lot sooner than with us doing it in our spare hours as we do all of our subcommittees.

And it will also ensure sustainability.

Something that we want to have around for years to come and we want to keep current and useful and usable.

It's currently housed on the Blue Ridge Poison Center site thanks to Sue and her technical knowledge.

Eventually we hope to have it on the AAPCC website.

The next snapshot shows you the opening page for the Blue Ridge Poison Center website.

The URL is listed, WWW.health system, if you can't see that in the little window, health system.Virginia.EDU/Internet/BRP C.

Once you get there the arrow shows you you need to click on the left-hand side of the window library.

It will take you to another page.

At the bottom of the library page there is a little link that says, educators' archive.

Click on educators archive and that takes you to -- this is one of those gated databases, is that what we'd call it?

We'll have to use a user name and password which I'll tell you now so you're all special.

User name is educator and the password is poison.

And you can all get into it after the WebCast and see exactly what we've done so far and what we've got going.

So after you type those things in, you're going to see a welcome page that lists PSA's, presentations, articles, and I want to submit.

I want to submit is where you'll want to go first because that's what it will take to make the thing happen.

We have a new button on there that will show you what has been added since you visited last.

If you click on, I want to submit, right now you're going to go straight to a submission screen which is the next slide and you'll put in the subject and copy in your text into that window.

In the future, you'll also have to use a submission agreement and this submission agreement basically says here it is, I want to share it.

Use it as you will.

No cost, I don't need to know about it when you're using it.

I want it to benefit poison center education across the nation.

And when you click I agree, that's what all that legal language means.

You want to submit, you submit something and if we all submit something we'll have the database worked up in no time.

We hope to have -- we're going to limit the size because we don't want you to come up with 1,000 different hits if you're talking lead.

You don't want to go through every article that every poison center or educator has ever written.

We'll choose the ones that are the most relevant and up to date and put three or four on there.

The subcommittee will rotate and change and there will be different faces and people with different ideas coming in and making it work so we'll have a nice, eclectic mix and it will be a good mix of the poison control educators across the nation.

So we'll have three or four articles on each item and we'll limit it to three or four on each item.

So on the next screen, if you go back to the welcome screen then say you want to find some images and you're doing a parent presentation, a general presentation and you want to show a spy at work in the poison center.

So you type on images and sure enough, somebody has submitted a picture of a poison specialist.

So if you click on poison specialist, you come up with the lady sitting in the chair there looking at toxicology, taking a call and making it happen.

It will be perfect for the Power Point.

It would be great.

That's about it.

You guys haven't asked any questions at all, or I haven't been flagged by my Vanna White yet.

>> EVELYN WARING:

We have not gotten any questions yet but let's wait a minute or two to allow people to rush to their keyboards.

It is hard to type, talk, see at the same time.

We'll give people a couple of minutes and remind everybody that you'll be able to access and download this presentation at a later date if you need to go back and review some of the information that we've gone through fairly quickly here.

>>RONICA FARRAR:

The last slide says sounds great, what do I need to do to help?

Be involved, contribute, call other educators, talk to them about what we can do to standardize our message across the United States and unify as educators across the United States so we're a more effective time and not reinventing the wheel every single time we need to write an article or grab an image.

Work together, call Sue, call myself, call anybody on the subcommittee if you have ideas of things that you would like to see included in the e-resource.

It's definitely not set in stone and it never will be.

It will always be evolving, growing and changing and being made better.

Any time you have ideas or things you would like to see included, please contact somebody.

If you want to be involved in the subcommittee please contact us and we'll certainly make that happen.

This is kind of an idea that's -- we're a little behind.

Its time has come.

There are lots of organizations all over using things like this.

The American Red Cross has a deal where their representatives across the United States can go in and get their different things approved for use and they don't have to work up anything new.

The elementary teachers associations have a database where they can go in and get ideas for teaching teeth brushing, some sort of an activity in the classroom and they can pull that down real easily and the one that Sue mentioned earlier, the emergency medical services for children, has major database with lots and lots of different information where they can pull that off.

The benefits are time saving, obviously that's the biggest one right off the bat.

Also networking with your fellow educators.

Knowing what your fellow educators are presenting across the nation and what kind of education do they do in Virginia, what do they do in their program?

How do they make it happen?

You can see what they're putting out there to share and unify our message.

I think we have a question.

>> EVELYN WARING:

We have several questions that people have typed in for us.

The first question comes from Phoenix, Arizona.

And they would like to know if there are any time frames already under consideration as far as keeping the materials on the archive updated and current.

>>RONICA FARRAR:

They will be reviewed for currency by the subcommittee on an ongoing basis.
We don't intend for this thing to be a stagnant website that nobody ever looks at and nobody maintains.

It will be reviewed ongoing continually.

When new articles come in, we'll go in and look at what we have and see if one needs to be replaced or added and the currency will be reviewed continually.

>> EVELYN WARING:

Okay.

Thank you.

Another question from Tucson, Arizona.

This person is interested in whether or not there will be technical help available for submitting materials.

>>RONICA FARRAR:

Yes, yeah, absolutely.

On the website there are links and you can just link up to Sue and email her or give her a call.

Look in your directly and give her a call or you can call me.

I know how to submit now.

Sue taught me.

You can call me and we'll make that happen.

It's very, very user friendly.

It's no problem at all.

So far.

>> EVELYN WARING:

There is a question from Washington, D.C.

Someone there wants to know if you can address the question of how the evaluation of the materials that are submitted is going to be handled.

>>RONICA FARRAR:

If you can type in and clarify that.

I assume that you're talking about how we're going to choose which articles are submitted and which are not.

>>SUE KELL:

I might be to help a little bit with that.

One thing that I've thought of that I've seen on some of the other websites is that you can have an online evaluation done and you can go right to the website, you can fill out an evaluation form, and then your completed form will be submitted and E-mailed to someone, like me or Ronica and then we can tally those evaluations.

So there is a way to do this online.

We certainly could do it by mail.
But I think what I had envisioned anyway is that we would do it online.

>>RONICA FARRAR:

We plan on doing periodical reviews to find out what we can do to make it better.

Ask people what else would you like to see?

How can we improve it?

How can we make it easier?

And those will go out on the list serve or wherever to make it better.

Also we were talking about this morning is we plan to track not only the hits on the website, but also which articles are -- which images or which PSA's or power points are downloaded the most frequently.

The ones that people find the most useful.

>>SUE KELL:

And I just wanted to take a moment here to talk a little bit about future planning for this.

We've applied for grant funding and if we do acquire grant funding, we will continue with this project and what we would -- the ultimate goal of this project is not to have it locally here on the Blue Ridge Poison Center site.

The ultimate goal is to have this available from the website of the American Association of Poison Control Centers.

So written into our grant proposal we want to comply in every way with the website for the AAPCC and that will happen.

So -- it's what we had in mind.

>> EVELYN WARING:

Thanks.

Another question from Alabama.

And I'm going to read this because I want to make sure I'm getting it straight.

It says, how many articles or presentations are already available?

I believe she's referring to on the archive at this moment.

This is kind of a technical question.

When copying pictures from the web into a Power Point presentation, how can you get photo quality in your file download?

>>SUE KELL: Okay.

As far as the last question, I love photographs.

And I love to work in photo shop.

But unfortunately on the web, if you want to make a file usable in your website you make it small so it's like 72DPI.

When you print it out it's not very clear.

If you've ever been to a website sometimes you can click on the thumbnail and it gets bigger.

Sometimes that larger image in a larger size, sometimes not.

But in the e-resource we could have things that are in a slide that you could print.

You know, usually 180 DPI gives a fairly good image on an inkjet printer and we can certainly make that available to you.

Most of the time when you download a picture from the Internet, you use it on a computer, not to print it.

And it is fine for using it in your power points, usually but not prints because it's very low quality for that.

The first part of that question was about what is already on the e-resource.

This is a prototype that we've done.

This was one of my class projects in graduate school.

So it has my stuff on it.

It's got images, it's got one thing from Ronica.

She put in a piece--

>>RONICA FARRAR:

I told her I know how to submit.

>>SUE KELL:

She submitted a piece about the 800 number kickoff.

So that's there.

We've got several Power Point presentations, maybe five images.

We've got maybe seven or eight information sheets.

We've got a couple of, you know, a couple more things.

It's very simple right now.

>>RONICA FARRAR:

Right now what's on there is things we've used to test it and get it up and running.

Just examples.

What is going to be on there is up to you guys now and in the next few weeks, please be looking through your stuff and be willing to submit.

You can submit it right now.

We can make it happen right now.

>>SUE KELL:

Yeah, we can.

>>EVELYN WARING:

Thank you.

There is another question that is coming in from Washington State.

This person is asking about the evaluation of the materials that will ultimately be on the archive.

She's wondering if online evaluations would be collected, in other words, PEC members that are viewing the materials, would there be an opportunity for them to provide some sort of evaluation?

Or conversely would the subcommittee itself be responsible for coming up with standards and reviewing those materials?

>>RONICA FARRAR:

The subcommittee is representative of the PEC at large, all of the membership, and where we get our ideas and figure out what to do is from everybody else in the membership.

So if there is something on there that you don't think should be on there or whatever, then just email us and we'll take that into consideration.

We definitely want to keep the lines of communication very open and keep it free flowing so that we can make it usable.

>>SUE KELL:

And I think this is why we requested grant funding because it is a tremendous amount of work.

And, you know, we have gotten great volunteer work so far.

But we're just starting.

And this kind of thing is very labor intensive and so as far as review of these materials, we're going to have to have a review board within the e-resource subcommittee.

You know, of several people.

Right now Steve is doing that.

And it is going to take a group of four or five people plus a physician, toxicologist, I think.

So we've got to have some real professionals look at this material to make sure it is medically accurate and whatnot.

>> EVELYN WARING:

That kind of leads into the next question which is from New Jersey.

And the question is, are there limitations on what you would want to see on the archive? Is there anything that you would not want to see make it into the archive?

>>RONICA FARRAR:

At this point I would say submit everything.

And we'll start figuring out what is the most appropriate.

I don't think there is anything that -- I can't -- don't send us your naked pictures or anything like that.

But other than that, send us your stuff.

Send us whatever you're proud of and whatever you think is valuable stuff.

>> EVELYN WARING:

Another question comes in from Tampa, Florida.

She would like to know if, when a Power Point presentation is being submitted, are you going to require accompanying speaker's notes or just the Power Point slides themselves which we would assume would be fairly self-explanatory.

>>RONICA FARRAR:

I would say either way.

Certainly it's very helpful when you have speaker's notes but you don't have to have them.

I mean, I think for a general poisoning talk if you're giving a poison prevention talk to parents, if you've just got the Power Point there you can usually fill in the blanks pretty well.

But I'd say either way.

>>SUE KELL:

It's up to the person that is submitting it and what they're willing to share.

>>EVELYN WARING:

All right.

A question from Ohio.

It's simply a request to repeat the information that was in the slide that showed how to get onto the Blue Ridge Poison Center website and what steps to go through.

I'll ask you all to wait until you can download those Power Point slides off of that website.

>>SUE KELL:

I tell you one thing.

Use your skills we just learned.

Go to Google, type in Blue Ridge Poison Center and you'll get there.

>>RONICA FARRAR:

Once you get to Blue Ridge Poison Center you'll click on library and once you go to library, the link is at the bottom of the page and it says educator's archive.

The user name is educator, and the password is poison.

And that will get you in and see what we have so far.

>> EVELYN WARING:

Yes.

Looks like our final question, perhaps is again from Tampa, Florida. She's asking the question we should have anticipated ahead of time which is the information on the archive going to be available in more than just the English language?

>>RONICA FARRAR:

Oh, yes, absolutely.

We've got to, right?

>>SUE KELL:

Yeah.

>>RONICA FARRAR:

Yeah, we do.

>>SUE KELL:

We'll need an expert.

We've talked about that in subcommittee and asked for people that are able to translate and you guys know, oh my gosh, that that is just a big can of worms.

But we've got to do it.

We have to make that available so we'll do it in as many languages as we can make that happen, of course.

English and Spanish, I suppose would be the primary ones that we would start with.

>> EVELYN WARING:

Any final questions from our participants?

On the topic of our e-resource archive of materials for poison center educators?

Going once.

>>RONICA FARRAR:

You can type in a yea if you think it's a good idea.

>> EVELYN WARING:

I've had several typed in complimenting the presentation.

We'll share those with folks.

I thank you for them.

When the program is over we'll share them.

Any final questions?

Okay.

Anybody who submits a question after this point we'll reply to you by email.

There was a question that was asked once Ronica had already started her section which was directed at Sue Kell about online databases.

I'll make sure that gets to Sue and she can reply to you by email.

Thank you for taking the time to participate.

It was enjoyable for us.

We've had a great time working on this and I've learned a lot.

It's been a real pleasure to work with technical support staff in Chicago.

My compliments to you for everything going smoothly here today.

Again, want to express appreciation to HRSA and the Maternal and Child Health Bureau for their support.

Thanks for Maxine Jones and Carol Delaney for your support and advice in this project.

We hope this will be the first of others to come in the future.

Thank you very much and have a nice day.